

# CITY OF BEAVERTON

## Business Relations Liaison

### General Summary

Create and implement the City's marketing, positioning and economic development. Coordinate City-wide external information, events and activities that promote and advertise the City's identity and establishes a strong, consistent reputation regionally and nationally as a quality, preferred community in which to live, work and build a business. Promote awareness and understanding of City services, policies, projects and issues.

### Essential Functions

*Depending upon assignment, the incumbent may perform a combination of some or all of the following duties, which are a representative sample of the level of work appropriate to this class.*

1. Serve as a member of the management team. Partner with the Public Information Manager to create City marketing and positioning focused on economic development, internal and external outreach.
2. Participate in development and execution of departmental communications plan that ensures goals and activities are presented clearly to all target audiences.
3. Maintain a broad range of direct outside contacts with business and community leaders, agency directors, CEO's, elected officials, the brokerage development community and the media relating to department activities.
4. Make frequent presentations to various stakeholders including neighborhood and business groups, government agencies, Commissions and City Councils. Represent the City in meetings and public hearings before boards and commissions at local, regional and state level on specific projects/policy issues as needed. Provide input on consequences of options and alternatives.
5. Create and manage greater community/business outreach as it pertains to branding and identity.
6. Recommend and implement policies, procedures and performance standards to assure efficient and effective customer relations strategies and activities.
7. Promote public and intra-department understanding of department programs and projects; Assist in the development of strategies to maximize alternative sources of funding to support departmental activities.
8. Prepare and distribute an array of public information materials to publicize City programs and services.

9. Create, oversee, input, and manage new-age, all-media City marketing collateral.
10. Participate in department/division/section budget preparation and monitoring.
11. Develop work plans, timelines and resource allocations for assigned projects. Monitor progress to ensure objectives are met. Prepare reports and recommendations.
12. Serve as a model for accomplishing City's vision and goals. Model and promote an environment that supports the highest quality results.
13. Represent the City to the public, in legal or administrative proceedings, to other organizations or entities and in other situations as required. Make presentations and provide comment and testimony. Advance and protect the interests of the City and its citizens in all matters.
14. Produce acceptable quantity and quality of work that is completed within established timelines.
15. Provide excellence in internal and external customer service. Create a positive experience for customers through professional and courteous behavior and creative problem resolution.
16. Develop safe work habits and follow all required safety policies, procedures and techniques. Contribute to the safety of self, co-workers and the general public.
17. Follow standards as outlined in the Employee Handbook.
18. Participate in the City's Emergency Management program including classes, training sessions and emergency events.
19. Support and respect diversity in the workplace.

### **Other Functions**

1. Serve on or provide support to a variety of committees, task forces and advisory groups as necessary.
2. Perform related duties of a similar scope and nature.

### **Knowledge Required for Entry**

- ◆ Expert knowledge of the practices, principles and protocols of public relations/public information management.
- ◆ Expert knowledge of local and regional media contacts and associated mechanisms for disseminating information to the public through the media.
- ◆ Advanced knowledge of internal communication tools, promotional, communications, public relations, and public information methods and techniques.
- ◆ Advanced knowledge of public relations activities including interaction with citizens and business groups.
- ◆ Advanced knowledge of group dynamics and group problem solving.
- ◆ Advanced knowledge of computer applications and uses for public relations activities.

- ◆ Advanced knowledge of the organization and function of City government.
- ◆ Advanced knowledge of city, state, and federal rules and regulations.

### **Skills/Abilities Required for Entry**

- ◆ Expert ability to provide excellence in internal and external customer service.
- ◆ Advanced ability to be a confident leader who thinks analytically and effectively present and communicate ideas, proposals, recommendations and explanations to a variety of audiences.
- ◆ Expert skill to work with written and broadcast media personnel.
- ◆ Expert ability to communicate effectively both orally and in writing with diverse customers, employees, contractors, other agencies, public officials and the general public.
- ◆ Expert ability to make presentations and develop reports that may include technical information.
- ◆ Advanced ability to facilitate discussions with diverse groups often with different objectives.
- ◆ Advanced ability to develop timelines and implement actions once goals have been determined and agreed upon with a commitment to results and accountability.
- ◆ Advanced ability to be a solid problem-solver who remains calm under pressure.
- ◆ Advanced ability to be flexible and creative in a challenging work environment.
- ◆ Advanced ability to conduct conceptual analysis followed by policy/program development and implementation.
- ◆ Advanced ability to productively participate on a team and in a team environment including the ability to develop a team approach to producing high quality results.
- ◆ Advanced ability to demonstrate leadership behavior to and maintain effective working relationships with employees, contractors, public officials, other agencies, customers and the general public.
- ◆ Advanced ability to use word processing, spreadsheet programs or other application software as required for position.

### **Minimum Qualifications Required for Entry**

Bachelor's degree in public relations, communications, journalism, English related field or an equivalent combination of education and experience. Minimum 8 years progressively more responsible experience in the field of public relations or public information management, including direct management responsibility for a communications/marketing function of an organization, or an equivalent combination of education and experience enabling the incumbent to perform the essential functions of the position. Experience with the public sector is preferred.

### **Licensing/Special Requirements**

- ◆ Positions in this classification are required to possess a valid driver's license and the ability to meet the City's driving standards.

### **Working Conditions**

Regular focus on a computer screen; daily precise control of fingers and hand movements; Occasional dealing with distraught or difficult individuals; Occasional attendance at meetings or activities outside of normal working hours; Occasional operation of a motor vehicle on public roads.

**Classification History**

Created: April 15, 2009

Status: M2  
FLSA: Exempt

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Department Head Signature

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Human Resources Signature

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Date

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